



Alphabet  
Google

# GOOGLE ENTERPRISE DEAL EXTENSION

AUGUST 16 MEETING FOLLOW-UP MATERIALS

AUGUST 24, 2022

**EXHIBIT 6390**

8/17/2022 10:28 AM | Confidential

# Executive Summary

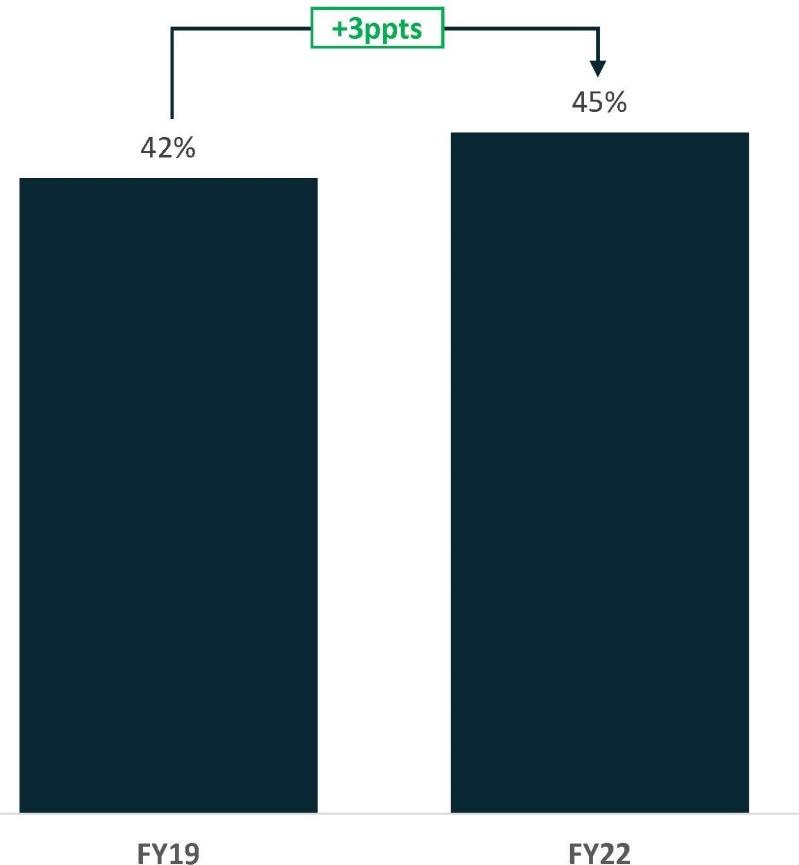
- Current partnership drove **Google Play ecosystem growth across several key metrics versus your competitor**, including:
  - GP share of ABK mobile revenue **growing +3ppts** versus iOS (FY17-FY19 42% of Android/iOS IAP share growing to 45% FY20-FY22);
  - GP share of ABK mobile MAU **growing +6ppts** versus iOS (FY19 71% of Android/iOS MAU share growing to 76% FY22)
- Following the launch of the enterprise partnership, there was material growth in additional KPIs:
  - ~1,250% growth (**~+1,000pts vs. iOS**) in paid installs (vs. Jan '17)
  - ~450point increase in MAU (**~+300pts vs. iOS**) from paid installs (vs. Jan '17)
  - ~450point increase in ABK revenue from paid installs (**~+300pts vs. iOS**) as compared to Jan '17
- Increased share of **daily payers vs. competitor of ~+100ppts** (vs. Jan '19), with global gross bookings ~50ppts higher than competitor since January 2019

# Partnership successfully grew the GP ecosystem...

...increasing GP's market share across both revenue and MAU

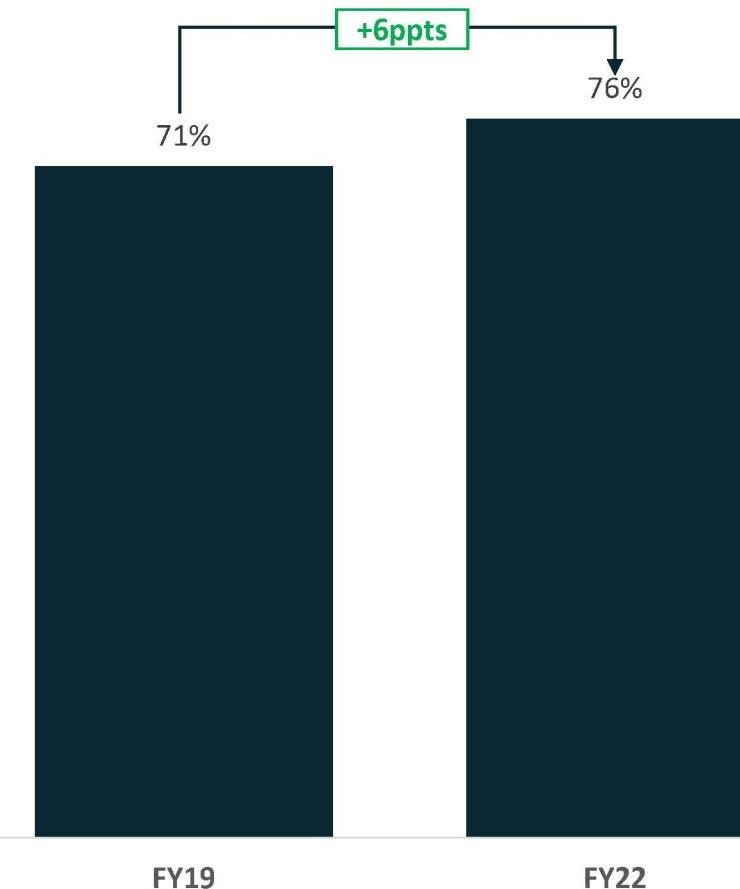
## GP Mobile Gaming Revenue Share of ABK Titles

Current Deal FY20-FY22 vs Pre-Deal FY17-FY19



## GP Share of ABK Mobile MAU

FY19 vs. FY22

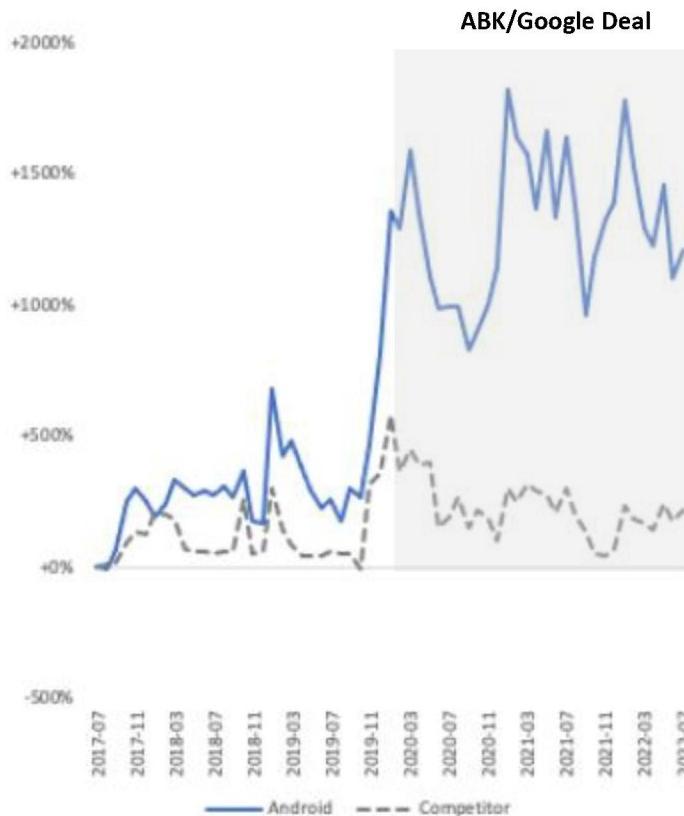


# Partnership led to higher paid installs vs. competitor

This drove an accelerating lead for both reach and revenue on GP vs. competitor

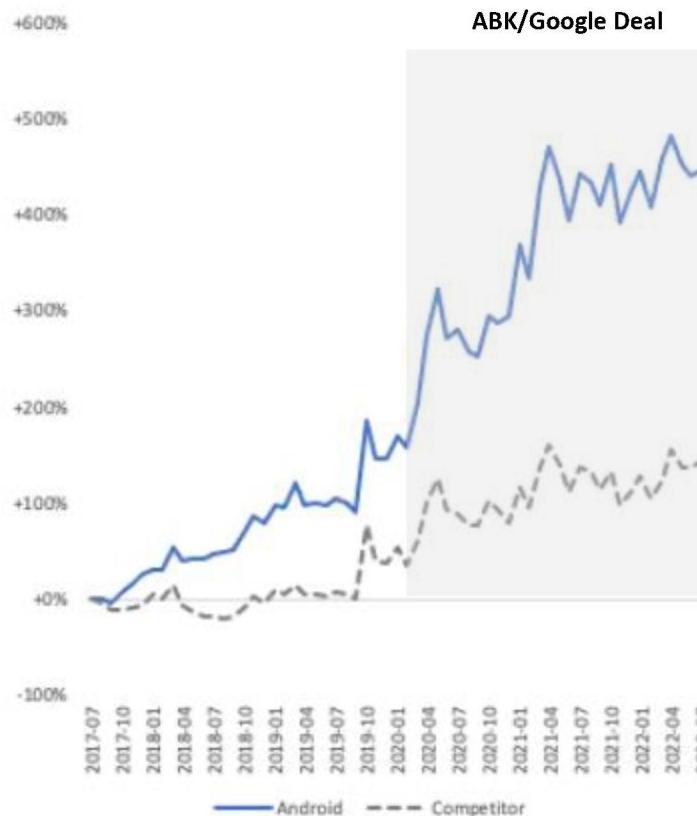
## ABK Paid Installs vs. Competitor<sup>1</sup>

Indexed to January 2017



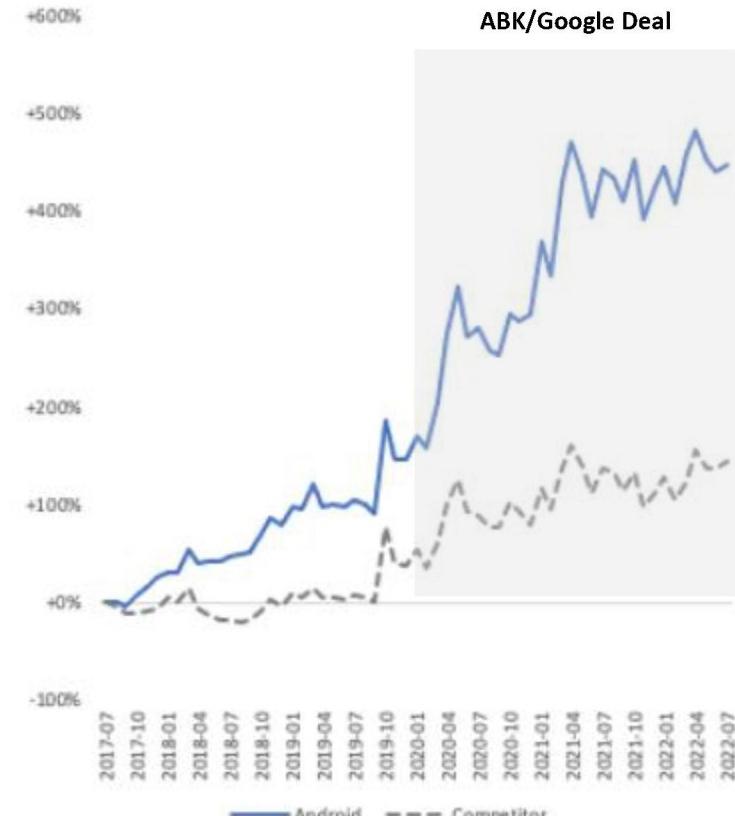
## ABK MAU from Paid Installs

Indexed to January 2017



## ABK Revenue from Paid Installs

Indexed to January 2017

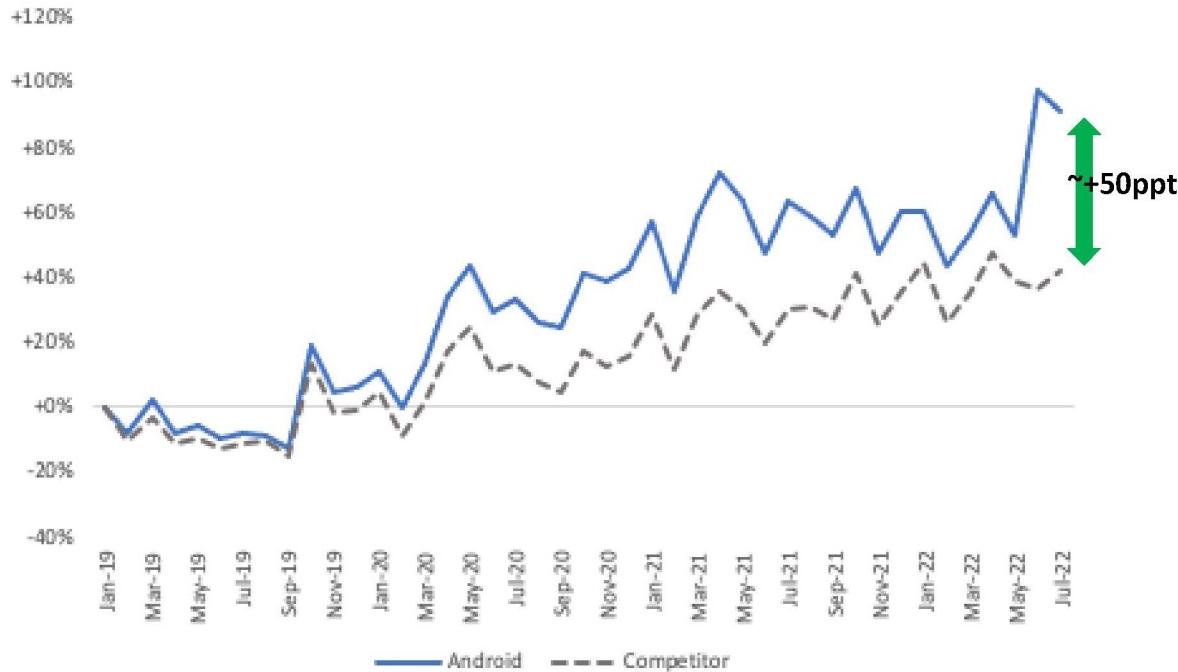


# Monthly payer gap vs. competitor expanded during the partnership

Nearly +60ppt gap between GP and competitor since January 2019 in monthly payers

**Global ABK Gross Bookings vs. Competitor**

Indexed to January 2019



**Monthly Payers vs. Competitor**

Indexed to January 2019

